



How to Use the Customer Care Cards

A customer care card is another alternative to follow up with your customers. This system works especially well for consultants who sell consumable products. (For example: food, skin care and health care products) Although this simple system has been used for years, it is still very effective. We recommend asking every customer how often they would like to touch base with them; and we've designed the card space to jot down that specific reorder time.

The most effective way to use this system is with an index card box, complete with monthly dividers (January through December) Rotate your cards through the months, depending on how often you need to contact your customer. For example, during the 15-minute segment designated for your Power Hour, take the cards filed behind April, and begin contacting the customer on each card, until you work your way through the entire month. Then rotate that customer card forward 30 days, 60 days, 90 days, or whatever is applicable for your product line.